

**Subject:** Re: Follow-up information regarding hosting WCUDF 2019  
**From:** Ellen Riotto  
**Date:** 3/26/18, 11:42 AM  
**To:** "Zelalich, Blage" <blage.zelalich@sanjoseca.gov>

Thanks for reaching out, Blage.

I did have a chance to speak with Kathy last week – thanks so much for that intro. The conversation was really helpful, and I was able to run the idea by my Exec Committee last week.

The Board is definitely interested, but has asked me to conduct some outreach to our neighbors in DTLA to see what kind of support we'll be able to count on before committing. I'll need a bit of time to connect and assess – when do you need to have an answer?

By the way, I wasn't able to attend the conference, but I heard it was a success! Congrats...hope you're enjoying some well-deserved r&r J

Thanks,

Ellen

Ellen Riotto  
Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
[ellen@southpark.la](mailto:ellen@southpark.la) | o. 213 663 1112 | c. 401 439 8147  
[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
24/7 DISPATCH: 866-560-9346

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**From:** "Zelalich, Blage" <blage.zelalich@sanjoseca.gov>  
**Date:** Monday, March 26, 2018 at 6:18 AM  
**To:** Ellen Riotto <ellen@southpark.la>  
**Subject:** RE: Follow-up information regarding hosting WCUDF 2019

Good Morning Ellen! Just wanted to circle back with you regarding WCUDF 2019. Did you have the opportunity to join us in Walnut Creek a couple of weeks ago? I was trying to track you down, but unfortunately our paths never crossed. Not sure if you've had a chance to chat with either Kathy, Steven or Kraig, but I'm happy to do one-on-one introductions to make sure that you have all of your questions answered. Please just let me know. I'm here to help in any way that I can.

Thank you!  
Blage

**Blage Zelalich**  
Downtown Manager|City of San Jose  
Office of Economic Development  
200 East Santa Clara Street | San Jose, CA 95113  
408.535.8172

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**From:** Ellen Riotto [mailto:ellen@southpark.la]  
**Sent:** Monday, March 05, 2018 10:02 AM  
**To:** Zelalich, Blage <blage.zelalich@sanjoseca.gov>  
**Cc:** Kathy Hemmenway <kathy@walnutcreekdowntown.com>; Dominic <Dominic@downtownslo.com>; Steven Welliver <steven@downtownsm.com>; Kraig Kojian <kraigk@dlba.org>  
**Subject:** Re: Follow-up information regarding hosting WCUDF 2019

Thanks for this information, Blage, and for the introductions.

I'd like to touch base with Kathy, Steven, and/or Kraig, and I'll need to run this by my Board. Let me see how much progress I can make this week.

Kathy, I'm guess your schedule is packed between now and the conference. If you happen to find yourself with a spare 15 mins, I'd love the chance to pick your brain. Steven and Kraig, please let me know if you have any availability this week for a quick call.

Thanks in advance!

Ellen

Ellen Riotto  
Executive Director



South Park Business Improvement District  
1100 S Flower St, Suite #3400, Los Angeles, CA 90015  
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[southpark.la](http://southpark.la) | [Facebook](#) | [Twitter](#) | [Instagram](#)  
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**From:** "Zelalich, Blage" <[blage.zelalich@sanjoseca.gov](mailto:blage.zelalich@sanjoseca.gov)>

**Date:** Thursday, March 1, 2018 at 12:41 PM

**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Cc:** Kathy Hemmenway <[kathy@walnutcreekdowntown.com](mailto:kathy@walnutcreekdowntown.com)>, Dominic <[Dominic@downtownslo.com](mailto:Dominic@downtownslo.com)>, Steven Welliver <[steven@downtownsm.com](mailto:steven@downtownsm.com)>, Kraig Kojian <[kraigk@dlba.org](mailto:kraigk@dlba.org)>

**Subject:** Follow-up information regarding hosting WCUDF 2019

Hello Ellen - My apologies for not sending this information sooner. The last couple of weeks have been an absolute blur for me. I'm sure you can relate.

Thanks for your interest in potentially hosting the 2019 WCUDF. Per our conversation, sending you the program from the past two WCUDFs and also the conference budget from the event in Long Beach and the MOA between CDA, IDA and Long Beach outlining each organizations responsibilities.

One item to note - although the fundraising commitment in the Long Beach MOU says \$10K, we've found that in order for the conference to be successful the commitment should be no less than \$20,000. We've established this program that we are getting continued support from our sponsors. I believe this year for Walnut Creek we've reached \$40K in sponsorships.

I've also cc'd a few folks on this email that would be happy to chat with you about what's involved with being a conference host. Kathy Hemmenway is the Executive Director in Walnut Creek and right now in the thick of finalizing details for this year's conference. Steven Welliver is the Deputy Chief Executive in Downtown Santa Monica, host of the 2016 conference and Kraig Kojian is the CEO of the Downtown Long Beach Alliance.

It would be ideal to be able to announce the location of the 2019 conference at the end of this year's conference. I realize that might not be possible. The CDA board is extremely excited about the possibility of having the South Park BID host 2019 WCUDF so just let me know if there is any additional information you need to finalize your decision.

Look forward to hearing back from you. Thanks!

Blage

**Blage Zelalich**

Downtown Manager|City of San Jose  
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